

ORDER



Orders
Order / Rev: 168664
Alt Order #: 06362244
Product Desc: OBAMA 4 PRES: SKED C
Estimate: 1957
Flight Dates: 10/04/12 - 10/10/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/10/12	43	\$23,300.00	\$19,805.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$23,300.00	\$19,805.00	0.00
Totals	43	\$23,300.00	\$19,805.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$23,300.00
Market	100%	\$137,058.82

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$1,370.59
WCGV	0%	\$0.00
WISN	27%	\$37,005.88
WITI	31%	\$42,488.24
WMLW-	2%	\$2,741.18
WPXE	0%	\$0.00
WTMJ	22%	\$30,152.94
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/08/12	10/10/12	Let's Make a Deal 9a-10a	M	858a-10a	MTW----	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
				Let's Make a Deal 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----		3				\$200.00		0.00			
E 2	WDJT	10/04/12	10/05/12	Let's Make a Deal 9a-10a	M	858a-10a	---TF--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				Let's Make a Deal 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		1				\$200.00		0.00			

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/08/12	10/10/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a MTW----	:30	3	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		3		\$700.00		0.00				
E 4	WDJT	10/04/12	10/05/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a ---TF--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$700.00		0.00				
E 5	WDJT	10/08/12	10/10/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p MTW----	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		3		\$350.00		0.00				
E 6	WDJT	10/04/12	10/05/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p ---TF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$350.00		0.00				
E 7	WDJT	10/08/12	10/10/12	News at Noon News at Noon	CM	12p-1230p MTW----	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		3		\$150.00		0.00				
E 8	WDJT	10/04/12	10/05/12	News at Noon News at Noon	CM	12p-1230p ---TF--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$150.00		0.00				
E 9	WDJT	10/08/12	10/10/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p MTW----	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		3		\$200.00		0.00				
E 10	WDJT	10/04/12	10/05/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p ---TF--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$200.00		0.00				
E 11	WDJT	10/08/12	10/10/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p MTW----	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		3		\$150.00		0.00				
E 12	WDJT	10/04/12	10/05/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p ---TF--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$150.00		0.00				
E 13	WDJT	10/08/12	10/10/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p MTW----	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		3		\$150.00		0.00				
E 14	WDJT	10/04/12	10/05/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p ---TF--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$150.00		0.00				
E 15	WDJT	10/08/12	10/10/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MTW----	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		3		\$300.00		0.00				
E 16	WDJT	10/04/12	10/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p ---TF--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	---TF--		1		\$300.00		0.00				
E 17	WDJT	10/08/12	10/10/12	CBS58 Nws 5p M-Sa/530CM CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p MTW----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTW----		1		\$500.00		0.00				

WDJT-TV-LP